

Global Learning Semesters

Course Syllabus

Course: MDES-420 Photo media

Department: Design

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MDES-420	Photo media	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	None
Department	Level of Course	Language of Instruction
Design	Upper Division	English

Course Description

- Public and Private image
- Still and moving images
- Representation in contemporary culture
- Looking and being looked at
- Ways of seeing
- Image, music, text
- Mechanical Reproductions

Instructor

Haris Pellapaissiotis

Course Aims and Objectives

This is a seminar course that aims at a critical analysis of the photographic image. The course recognizes the visual importance of the photograph as an intricate part of design and as a powerful medium within contemporary culture. Students are directed to explore the themes of this course through analysis of key texts and popular imagery extracted from magazines, newspapers, advertisements, television, film and the internet. The power of the photograph is explored as a stand-alone image and as textual key to other media references and practices.

Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours. The course is delivered during the fall and spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Homework: 20%
Mid-Term: 30%
Final Exam: 50%

Readings and Resources

Required Textbook

There is no required textbook for this course

Recommended Textbooks

- Barthes, R. Image, Music, Text
- Esquire, C (ed) The Critical Image
- Berger, J Ways of Seeing